
News Release Dated June 27, 2005

Company name: PHOENIX Electric Co., Ltd.
President: Hiroya Tahara
Stock code: 6927
Stock exchange listing: Tokyo Stock Exchange, Second Section
JASDAQ Securities Exchange
Contact: Youichi Kawasaka,
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Notice of Changes in Representative Director

PHOENIX Electric Co., Ltd. has made the following appointments as president and chairman in accordance with a resolution approved by its Board of Directors on June 27, 2005.

New title:	Name:	Previous title:
- President	Hiroya Tahara	Managing Director
- Chairman	Sadaichi Saito	President

1. Reason for changes

PHOENIX Electric completed its recovery from 1995, when the Company was effectively bankrupt, a process that required ten years. To move on to the next stage of growth, the directors reached the decision that the Company needs a new style operation under rejuvenation of management team. A new management style will be required to respond with speed and flexibility to the constant changes occurring in the operating environment.

2. Profile of Hiroya Tahara

- (1) Date of birth: August 29, 1954
- (2) Education: Tokai University, Aerospace Engineering graduated March 1977
- (3) Career at PHOENIX: Apr. 1988: joined PHOENIX
Aug. 1995: elected as a Director
Jun. 2001: elected as Managing Director

3. Appointment date

June 27, 2005